

**ORDER**

KSNV

**Orders**

Order / Rev: **103613**  
 Alt Order #: 06830213  
 Product Desc: HELLER FOR SENATE  
 Estimate:  
 Flight Dates: 08/08/12 - 08/14/12  
 Original Date / Rev: 06/27/12 / 07/17/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Strategic Media Services, Inc.  
 Buying Contact:  
 Billing Contact:  
 3299 K St. NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: ~~Heller, Dean for U.S. Senate~~ *Revised*  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	29	\$20,850.00	\$17,722.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	29	\$20,850.00	\$17,722.50	0.00
<b>Totals</b>	<b>29</b>	<b>\$20,850.00</b>	<b>\$17,722.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	23%	\$20,850.00
Market	100%	\$90,652.17

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$32,634.78
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$16,317.39
KTUD	1%	\$906.52
KVVU	15%	\$13,597.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$6,345.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--			3			\$400.00		0.00			

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Advertiser: Heller, Dean for U.S. Senate  
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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$400.00		0.00			
E 2	KSNV	08/13/12	08/14/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$400.00		0.00			
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$700.00		0.00			
E 4	KSNV	08/08/12	08/08/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--W----					1	\$700.00		0.00			
E 5	KSNV	08/09/12	08/09/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---T---					1	\$1,400.00		0.00			
E 6	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--W-F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--W-F--					2	\$1,000.00		0.00			
E 7	KSNV	08/14/12	08/14/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$1,000.00		0.00			
E 8	KSNV	08/08/12	08/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$1,000.00		0.00			
E 9	KSNV	08/13/12	08/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$1,000.00		0.00			
E 10	KSNV	08/08/12	08/08/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	--W----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--W----					1	\$800.00		0.00			
E 11	KSNV	08/08/12	08/09/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	--WT---	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS AFT OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WT---					2	\$1,000.00		0.00			
E 12	KSNV	08/11/12	08/12/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----SS					2	\$650.00		0.00			
E 13	KSNV	08/12/12	08/12/12		CM	11pm-12:35am	-----S	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Late News 3															
Late News during Olympics															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S		1			\$1,500.00			0.00			
E 14	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-		1			\$350.00			0.00			
E 16	KSNV	08/08/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	--WTF--	:30	1	\$750.00	1	0.00	NM	1	\$750.00
News 3 Olympic Zone															
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		1			\$750.00			0.00			
E 17	KSNV	08/08/12	08/10/12	Wake Up Early w/ Wagn	CM	430a-5a	--WT---	:30	2	\$150.00	1	0.00	NM	2	\$300.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	--WT---		2			\$150.00			0.00			
E 18	KSNV	08/14/12	08/14/12	Noon News	CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1			\$425.00			0.00			
N 19	KSNV	08/13/12	08/13/12	Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----		1			\$425.00			0.00			
N 20	KSNV	08/13/12	08/13/12	Wake Up Early w/ Wagn	CM	430a-5a	M-----	:30	1	\$200.00	1	0.00	NM	1	\$200.00
Wake Up Early Wagners															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----		1			\$200.00			0.00			
													Totals	29	\$20,850.00